

Sandy Jap, PhD

Speaker Topics

- Partnering topics (all of these will also apply to non-profits)
 - How to select appropriate partners
 - When do I need a strategic partnership?
 - Pitfalls in partnering management
- How to design your route-to-market strategy – particularly appropriate for entrepreneurs
- How to improve or optimize your channel strategy – particularly appropriate for existing firms
- How to manage multichannel systems – e.g., going to market with a physical store front, digital channel, big box retailers, and franchises
- How to motivate channel members, partners, franchisees and your salesforce
- Customer service in the 21st century
- Broad B2B topics
 - Franchise management
 - Retailing
 - Ecommerce



Sandy Jap, professor of marketing at the Goizueta Business School at Emory University, is available to speak on a variety of subjects pertinent to executives, businesses, nonprofits, government agencies, civic groups, business students, and other organizations.

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